

(c) the steps taken to clean film industry?

**THE MINISTER OF INFORMATION AND BROADCASTING
(SHRIMATI SUSHMA SWARAJ):** (a) No Sir.

(b) Does not arise.

(c) In order to facilitate a greater flow of institutional finance to the film industry, Notification dated 16.10.2000 was issued by the Department of Economic Affairs (Banking Division), Ministry of Finance, whereunder the "Entertainment Industry including Films" has been specified as an approved activity under "Industrial Concern" in exercise of the powers conferred by Section 2(c) (xvii) of the IDBI Act. The Department of Economic Affairs (Banking Division) has asked the IDBI to evolve well-recognized and acceptable standards to enable financial institutions to fund ventures relating to the film industry. The Department of Economic Affairs (Banking Division) has also asked the RBI along with the IDBI to circulate necessary guidelines to banks in this regard.

To help the film industry to function along organized lines, an Advisory Group comprising key representatives of the film sector has been set up to advise the Ministry on Policy and other issues relating to the film industry.

Downsizing of the staff

1044. SHRI SOLIPETA RAMACHANDRA REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether in keeping with the latest thinking in Government circles there is a move to downsize different departments/institutions working under her Ministry to reduce the work force there;

(b) if so, the names of departments/institutions under the Ministry where staff is going to downsized; and

(c) the number of posts in 'A', 'B', 'C' and 'D' categories to be reduced and the time likely to be taken in completing this work?

**THE MINISTER OF INFORMATION AND BROADCASTING
(SHRIMATI SUSHMA SWARAJ):** (a) to (c) The Expenditure Reforms Commission (Geethakrishnan Committee) has made recommendations about re-organisation of the Ministry of Information and Broadcasting and its Media Units. The matter has been discussed with the Heads of Media Unit as also by the Consultative Committee of MPs attached to the Ministry. The need for

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revamping of the Media Units and their reorientation has emerged during the consultations. In view of the recommendations of the Consultative Committee the matter is being further examined.

Monitoring of TV programmes

1045. SHRI RAMDASAGARWAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total number of new T.V. Channels till date, which have obtained clearance from Government indicating both Indian and foreign;

(b) whether her Ministry's Central Monitoring Service ensures that programmes shown on T.V. are not out of sync with Indian culture and ethos; and

(c) if so, what action Government have taken, so far, against FTV's fashion and life style programmes which were reportedly found objectionable on ground of obscenity indicating whether the said channel had passed the morality test?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) The Satellite channels uplinked from abroad are not required to obtain any clearance. There are 25 channels which have been permitted to uplink from India.

(b) As and when found necessary, the service of Central Monitoring Services of All India Radio are utilized to monitor selected programmes (and channels).

(c) The programme of Fashion TV channel were monitored for a specific period and excerpts thereof were shown to the Members of the Consultative Committee of MPs attached to the Ministry of I&B on 15th Feb., 2001. As recommended by the Consultative Committee, the Government has taken up with the channel operators the need to adhere to the Programme code, prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules made thereunder, which provide, *inter-alia*, that no programme shall be carried in the cable service, which contains anything obscene and which denigrates women through the depiction, in any manner, of the figure of a woman, her form or body or any part thereof in such a way as to have the effect of being indecent, or derogatory to women, or is likely to deprive, corrupt and injure the public morality or morals. The producers of the programme assured to do so.